

PS/WP-7 Documents Master List/ 2

0017	25 Jan 89	Karen Pitts, Sarnoff	Analysis Results from Original Widescreen Tests (9 pp)
0018	25 Jan 89	Wes Vivian, Univ. Michigan	Summary of Published Market Research (9 pp)
0019	13 Jan 89	Rick Ducey, NAB	Summary of WP-7 meeting 1/11/89 (2 pp)
0020	30 Jan 89	Rick Ducey, NAB	Minutes of Jan 25, 1989 meeting (4 pp)
0021	31 Jan 89	Bob Maxwell, HBO	Letter to Guy Lometti re design of "In Store Study" (see PS/WP7-0027) (1 p)
0022	02 Feb 89	Russ Neuman, MIT	Contribution to Introduction of WP7 Report (2 pp)
0023	06 Feb 89 12 Sep 89	Yozo Ono, NHK Wes Vivian, Univ. Michigan (coordinators)	Task Group 3 ("In-Depth Study") Research Review (9 pp)
0024	06 Feb 89 12 Sep 89	Karen Pitts, DSRC (coordinator)	Task Group 2 ("Technical Study") Research Plan (6 pp)
0025	06 Feb 89 12 Sep 89	Russ Neuman, MIT (coordinator)	Task Group 4 ("Advanced TV Study") Research Plan (3pp)
0026	07 Feb 89	Rick Ducey, NAB	Response to PS/WP7-0023 (1 p)
0027	07 Feb 89 09 Feb 89 12 Sep 89	Rich Feldman (coordinator)	Task Group 1 ("In Store Study") Research Plan (8 pp)
0028	09 Feb 89	Wes Vivian, Univ. MI	Proposals for In-Depth Studies Based on NHK Cooperation (4 pp)
0029	09 Feb 89	Yozo Ono, NHK	Response to PS/WP7-0023, 0024 (2 pp)
0030	10 Feb 89	Rick Ducey, NAB	Response to PS/WP7-0029
0031	10 Feb 89	Rick Ducey, NAB	Summary of Feb 8, 1989 Teleconference (2 pp)
0032	16 Feb 89 28 Feb 89	Rick Ducey, NAB	Draft WP7 Chairman's Report (10 pp)
0033	21 Feb 89	Bob Maxwell, HBO	Comments on PS/WP7-0032 (1 pp)
0034	29 Mar 89	Lynn Hollister, Group W	Comments on Final Report (2 pp)

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0035	28 Jun 89	Rick Ducey, NAB	Summary of June 28, 1989 meeting (5 pp)
0036	23 Aug 89	Rich Feldman, NBC	Widescreen Research Reults (3 pp)
0037	12 Sep 89	Rick Ducey, NAB	Summary of Aug. 23, 1989 meeting (3 pp)
0038	12 Sep 89	Rick Ducey, NAB	RFPs 1-4 & Recipient List (27 pp)
0039	26 Jul 89	Rick Ducey, NAB	ATTC Letterbox RFP (4 pp)
0040	25 Sep 89	Rick Ducey, NAB	WP7 support request to Wiley (1 pp)
0041	12 Oct 89	Steve Rose, Daniel Yankelovich Grp., Inc.	RFP-1 proposal (17 pp)
0042	10 Oct 89	Bryon Reeves, Stanford U.	Comments on RFP-2 (2 pp)
0043	11 Oct 89	Jim Spaeth, Viewfacts, Inc.	RFP-1 proposal (8 pp)
0044	11 Oct 89	Jim Spaeth, Viewfacts, Inc.	RFP-2-4 combo proposal (8 pp)
0045	11 Oct 89	Mindy Rhindress, AHF Marketing Research, Inc.	RFP-2 proposal (10 pp)
0046	11 Oct 89	Phil Jursek, Norman Hecht Research, Inc.	RFP-1 proposal (13 pp)
0047	11 Oct 89	Terry Vavra, Marketing Metrics, Inc.	RFP-1 proposal (67 pp)
0048	11 Oct 89	Irving Crespi, Total Research Corp.	RFP-1 proposal (23 pp)
0049	11 Oct 89	Bob LaRose, Michigan State University	RFP-4 proposal (34 pp)
0050	12 Oct 89	Linda McAleer, The Melior Group	RFP-4 proposal (15 pp)
0051	06 Oct 89	Ira Potashner, Eric Marder & Associates	RFP-1 proposal (6 pp)
0052	06 Oct 89	Ira Potashner, Eric Marder & Associates	RFP-2 proposal (7 pp)
0053	10 Oct 89	Warren Johnson, Am. Public Opinion Svy. & Mkt. Rsch. Corp.	RFP-1 proposal (17 pp)
0054	10 Oct 89	Warren Johnson, Am. Public	RFP-2 proposal (15 pp)

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		Opinion Svy. & Mkt. Rsch. Corp.	
0055	10 Oct 89	Warren Johnson, Am. Public Opinion Svy. & Mkt. Rsch. Corp.	RFP-4 proposal (15 pp)
0056	12 Oct 89	Vincent Boccanfuso, Jr., D. Sarnoff Research Ctr.	RFP-2 proposal (17 pp)
0057	13 Oct 89	John Polich, MOR/New York	RFP-1 proposal (14 pp)
0058	13 Oct 89	John Polich, MOR/New York	RFP-2 proposal (14 pp)
0059	13 Oct 89	John Polich, MOR/New York	RFP-4 proposal (13 pp)
0060	12 Oct 89	Terry Vavra, Marketing Metrics, Inc.	RFP-4 proposal (69 pp)
0061	28 Sep 89 18 Oct 89	Tom Bentsen, NASA	Comments on Lechner distance (2 pp)
0062	19 Oct 89	Herb Altman, B'cst. Research & Consulting, Inc.	RFP-2 proposal (26 pp)
0063	19 Oct 89	Jim Spaeth, Viewfacts, Inc.	Conjoint analysis approach (1 pp)
0064	23 Oct 89	Art Allison, EMC ²	RFP evaluation scale (3 pp)
0065	27 Oct 89	Herb Altman, B'cst. Rsch. & Consulting, Inc.	RFP-1 proposal (30 pp)
0066	02 Nov 89	Rick Ducey, NAB	RFP evaluation guidelines (2 pp)
0067	17 Nov 89	Rick Ducey, NAB	Minutes - October 18, 1989 meeting (3 pp)
0068	17 Nov 89	Rick Ducey, NAB	Agenda - November 30, 1989 meeting (2 pp)
0069	20 Nov 89	Rick Ducey, NAB	WP7 Chairman's Progress Report (1 pp)
0070	22 Nov 89	Steve Sigman, Zenith	Task Group/RFP-1 Evaluation Report (3 pp)
0071	01 Nov 89	Howard Miller, PBS	Task Group/RFP-2 Update 1 (1 pp w/o appendix)
0072	02 Nov 89	Rick Ducey, NAB	Letter regarding WP7 vice chair resignation (1pp)
0073	07 Nov 89	Howard Miller, PBS	Task Group/RFP-2 Update 2 (1 pp w/o appendix)

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0074	16 Nov 89	Howard Miller, PBS	Task Group/RFP-2 Update 3 (57 pp)
0075	17 Nov 89	Howard Miller, PBS	Task Group/RFP-2 Report (7 pp)
0076	30 Nov 89	Russ Neuman, MIT	Task Group/RFP-4 Report (2 pp)
0077	05 Dec 89	Rich Feldman, NBC Cable	Task Group/RFP-1 Report (2 pp)
0078	12 Dec 89	Rick Ducey, NAB	WP7 Nov 30 meeting minutes (3 pp)
0079	15 Dec 89	Rick Ducey, NAB	WP7 Second Report (23 pp w/o appendices)
0080	03 Jan 90	Rick Ducey, NAB	Letter to J. Abel regarding ATTC Letter Box Study
0081	07 Feb 90	Robert Maxwell, HBO	Consumer Response to HDTV - January '89 study (44 pp)

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APPENDIX D – Requests for Proposals

FEDERAL COMMUNICATIONS COMMISSION

Advisory Committee on Advanced Television (ATV) Service Planning Subcommittee/Working Party 7 (Audience Research)

REQUESTS FOR PROPOSALS

September 12, 1989

^F1^

Dear ^F2^:

I invite you to participate in a very important public policy undertaking which involves your expertise in consumer research. Your participation would be welcomed in two areas. First, I encourage you to respond to a Request for Proposals for assessing audience reaction to advanced television systems. Second, I invite you to attend an FCC-sponsored meeting on the topic of audience reactions to advanced television systems to be held at the National Association of Broadcasters on October 18, 1989 from 1:00 to 4:00 p.m. Let me elaborate on these points.

The Federal Communications Commission developed an Advisory Committee on Advanced Television, led by Richard Wiley, to assist in its deliberations regarding the development of an advanced television transmission standard for terrestrial broadcasting. In my capacity as chairman of FCC Working Party 7, which operates under Joseph Flaherty's Planning Subcommittee within the Advisory Committee structure, I invite you to participate in the detailed planning of a research program to assess consumer responses to advanced television systems. This audience research program will be an innovative contribution to a U.S. standard setting process.

Need for Detailed Audience Research Plan

We need the assistance of the professional research community to develop a detailed research plan, including research methods and cost estimates, for the audience research program developed by Working Party 7. There are a number of working parties assigned to investigate the major issues regarding advanced television systems. Working Party 7 is charged with, "defining, planning and executing research operations which will lead to an understanding of viewers' preferences in the field of advanced television."

Working Party 7 Will Coordinate Its Efforts with Private Sector Groups

While there are currently no public funds available to support this research, there are private sector groups actively involved in this process who have indicated a willingness to support this type of research. Working Party 7 will work closely with these and other groups to facilitate the cooperation necessary to seek appropriate funding to commission the research necessary to carry out the research program envisioned in the attached Requests for Proposals (RFPs).

One such group, the Advanced Television Test Center (ATTC) is already in the process of undertaking similar research and has expressed interest in funding parts of the research program outlined by the enclosed four RFPs. Working Party 7 will coordinate as closely as possible with the ATTC and other private and public sector groups.

Background

Let me provide a bit of background to this process. The FCC Advisory Committee has been charged with developing a recommendation for an advanced television standard suitable for terrestrial broadcasting. The Advisory Committee is comprised of a number of operating bodies investigating many technically relevant areas. Working Party 7 as one such body, is an ad hoc group drawing professionals from the broadcast, cable, satellite, consumer electronics and other fields, who contribute their time and resources voluntarily.

Working Party 7 is focusing on the market or audience research element. For example, in addition to strictly technical criteria, consumer responses to advanced television systems may help in the determination of an appropriate terrestrial broadcast standard for ATV service. Working Party 7 issued its first report last March. The current charge Working Party 7 is faced with is to complete the detailed planning and develop cost estimates for this research program. This is where we need your expertise.

Requests for Proposals

To this end, I am enclosing four individual Requests for Proposals (RFPs) which represent the major components of the research program designed by Working Party 7 to assess audience responses to ATV. What we need to do is develop a realistic research method and estimate the costs for executing this research.

If you are interested in participating in the FCC's advanced television systems process by responding to any or all of the RFPs in this set, please let me know. Ideally, Working Party 7 would like to receive responses to each of the RFPs specifying an executable research method with the appropriate costs estimated. I encourage you to participate in this very important public proceeding and assist the FCC in its attempts to make the correct decision regarding the future of terrestrial television broadcasting in the U.S. by responding to this call for proposals.

Specifics Regarding the RFPs

I am attaching four Requests for Proposals:

- RFP-1: TV Store Study -- Estimate demand curves for NTSC, IDTV and HDTV**
- RFP-2: Technical Study -- Assess viewers' reactions to and evaluation of technical attributes of ATV**
- RFP-3: In-Depth Study -- Long-term exposure viewer evaluations of ATV**
- RFP-4: Advanced TV Study -- Influence of other television enhancements on ATV demand**

Together, these four RFPs represent the research program developed by Working Party 7 which we think will provide a good, general understanding of audience reactions to advanced television systems. This understanding of the audience will prove vital to any successful standard-setting process.

While the RFPs were prepared by individual task groups, the intent is that all four studies would be commissioned, either by public funds (should these funds become available) or by private funds (if sponsors can be lined up). The RFPs specify many details and are suggestive of other details.

Specifications

1. WP7 will assist the research to obtain the necessary facilities, equipment and programming for this research.
2. The research should strive to achieve a natural setting, where appropriate.
3. Details regarding research methods, such as sampling, selection of variables, stimulus materials, etc., have been suggested in the RFPs. Final selections will occur as a matter of joint negotiation between the financial sponsor of each research project and the research vendor. Necessarily, many details contained in the RFPs are suggestive rather than conclusive in terms of final research execution and analysis.
4. All proposals must be submitted by October 12th at 5pm to:

Richard V. Ducey, Ph.D.
Chairman, Working Party 7
c/o National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
(202) 429-5382/Office
(202) 429-5343/FAX

Format of the Proposals

1. One page summary of key points (including funds requested).
2. Research design
 - a. Description of treatment conditions and variables measured
 - b. Sampling procedures (and justification)
 - c. Data collection and statistical analysis procedures
 - d. Facilities to be used in the research.
3. Statements of the qualifications and relevant experience of the principal investigators.
4. A description of the research organization, if any, especially as it relates to the research proposal.
5. Timetable and schedule of tasks to be performed in connection with the proposed research.

6. Budget.

NOTICE: As this is a public proceeding, any proposals submitted will be entered into the public record as an exhibit of Working Party 7's activities.

Deadline for Submission -- Additional Details

Please feel free to call on me to answer your questions and to discuss your thoughts on this set of RFPs.

Next Meeting of Working Party 7 -- Please Come!

Working Party is scheduled to hold its next meeting on October 18, 1989 from 1-4 p.m. at the National Association of Broadcasters, McCollough Room, 1771 N Street, N.W., Washington, D.C. I welcome you to attend and discuss your responses and those of other research vendors to our issuance of these RFPs.

I urge you to attend this meeting, if at all possible, to express your interest and assist the FCC in this very important undertaking.

I would like to thank you for your interest in the work of the FCC in this area and in the efforts of Working Party 7 in particular.

Sincerely,

Richard V. Ducey, Ph.D.
Chairman, FCC PS/WP7
c/o National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
(202) 429-5382/Office
(202) 429-5343/FAX

Enclosures:

WP 7: Chair and Vice-Chairs
RFP-1: "TV Store Study"
RFP-2: "Technical Study"
RFP-3: "In-Depth Study"
RFP-4: "Advanced TV Study"

FEDERAL COMMUNICATIONS COMMISSION

Advisory Committee on Advanced Television (ATV) Service

Planning Subcommittee/Working Party 7 (Audience Research)

Chair and Vice Chairs

Dr. Richard V. Ducey, Chairman, WP7
Sr. VP, Research and Planning
National Association of Broadcasters
1771 N Street, N.W.
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(202) 429-5343/FAX

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(312) 391-7253/FAX

Mr. Robert Maxwell, Vice Chairman, WP7
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(212) 512-8051/FAX

Mr. Howard Miller, Vice Chairman, WP7
Sr. VP Broadcast Operations/Engineering
Public Broadcasting System
1320 Braddock Place
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(703) 739-5464/Office
(703) 739-8938/FAX

REQUEST FOR PROPOSALS

**FCC Advisory Committee - Planning Subcommittee
Working Party 7: Audience Research**

September 1989

RESPOND BY OCTOBER 12, 1989 TO:

**Richard V. Ducey, Ph.D.
Chairman, Working Party 7
c/o National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
(202) 429-5382/Office
(202) 429-5343/FAX**

REQUEST FOR PROPOSALS

FCC Planning Subcommittee Working Party 7 -- Audience Research

RFP 1 -- TV STORE STUDY

September 1989

I. Purpose

This study has two phases.

- 1. To provide the FCC Advisory Committee with data showing consumers' willingness to buy HDTV sets at various prices and receiver sizes.**
- 2. To determine consumers' willingness to buy receivers for various ATV transmission systems.**

II. Background

ATV consumer tests -- in-store testing

In order to make informed decisions regarding the choice of an advanced television system, decision-makers must understand how many consumers are likely to buy the system at various prices. The results of this piece of the research will not, in themselves, determine which system to choose, but will help narrow the choice to types of systems which have a reasonable chance of market success.

Phase 1 of the research will examine demand for production quality HDTV, rather than any particular transmission system. Full production HDTV would require about 6 TV channels for distribution, and is not being considered for delivery to the home. However, understanding the demand for this highest quality system is quite important. In addition, it is currently impossible to show identical, minutes long, material on actual transmission systems. It will be at least 6 months to a year before it will be possible to conduct the experimentation for Phase 2.

Need for ATV demand curve

Because it is not obvious how a generalized demand curve for ATV will help determine which system to pick, more discussion of this point is required. The cost of producing ATV sets will be determined primarily by the size of the set and manufacturing economies of scale determined by the size of the production run, and not which transmission system it will receive. Therefore, the choice of a transmission system should not be based on the cost of its receivers, but by trading off the consumer benefit (in terms of perceived quality) with the costs of delivering ATV service.

It is the issue of perceived quality which this research attempts to address. By studying production HDTV on a variety of screen sizes, we will learn the shape of the maximum demand curve for ATV. This curve will be a maximum because no transmission system

currently under consideration can deliver more quality than uncompressed pictures in the 1125/60 (or equivalent quality) production standard.

Accurate demand estimates are also a requirement for estimating economies of scale in the production of ATV sets over time. As with many products, the production costs of ATV will decrease over time as demand increases. Current estimates of these cost declines are based on imperfect estimates, without real demand and learning curves incorporated. A model demand curve will allow economists and industrial engineers to estimate how long it will take for the costs of producing ATV receivers to fall in cost, and at what rate.

The second phase will answer the same questions for a number of specific transmission systems. As mentioned earlier, it will be some time before this can be begun. This research will be important, because it will find out how transmission systems compare to HDTV in terms of demand, and will discover the size of the differences in demand between various transmission systems.

Consumers may have preferences which will seem irrational to engineers, and may not care about differences which seem significant. This research is designed to understand which systems people want to purchase.

III. Research Questions

Answers to the following questions should be determined empirically by the research:

Phase 1

1. What portion of the public will be willing to purchase HDTV sets at various prices, given the fact that IDTV sets will be on the market in addition to NTSC? This question should be answered in such a way as to be able to produce a demand curve.
2. What are the demographics of likely purchasers?
3. What size displays will people be most likely to buy?
4. What effect does a "salesman" make in the purchase decision? (Does ATV sell itself, or will it require heavy marketing to succeed?)
5. What effect would ATV only being available over cable (and not broadcast) make on demand?
6. What effect would ATV only being available on Direct Broadcast Satellite and videocassette tape make on demand?
7. What effect would the lack of IDTV sets on the market make? (IDTV sets produce better quality pictures without receiving any additional information from the

broadcaster or cablecaster. It uses sophisticated signal processing to create a better picture.)

8. What types of programs make HDTV look best, and which do not?

Phase 2

1. What is the demand for sets which will receive each of the transmission systems? It is expected that each of the transmission systems will have a demand curve slightly lower than the one generated in Phase 1, because of quality losses in the compression process.

NOTE: While it is not the goal of the FCC Advisory Committee to specify all the details of the research, the following "example methodology" for Phase 1 is presented to help potential suppliers understand the goals of the Committee. Suppliers should not feel constrained to use these specifications.

Example of Detailed Methodology for Phase 1

Central location testing in at least three markets, with the ultimate number of markets determined by logistics of transporting test equipment/facilities balanced against availability of responding panelists in particular markets.

Sample will be randomly recruited to represent U.S. household profile with decision makers 25 and older. Screening criteria for respondents:

- o Must own a television set.
- o Must be at least 50% involved in last TV purchase.

Classification measures will include:

- o **Demographics**
 - Age
 - Sex
 - Education
 - Household Income
 - Marital Status

Location

o Psychographics/Geodemographics

VALS
Prizm
Cluster Plus

o Diagnostic (related by respondent)

Television viewing habits (respondent, household)
Cable, Pay cable, PPV, etc.
Magazines read
Videotape rentals
Ownership incidence (number, brand, size, when purchased)

TV
VCR
Camcorder
Video disk player
CC
Computer

Nine cells of research conditions are anticipated. The primary set of cells will consist of five cells with identical stimuli except for variations in the price of HDTV. In these cells respondents will see NTSC, IDTV and HDTV. They will simultaneously be shown a 5-10 minute montage of 4 or 5 different typical TV programs, shown in a randomized order. One of the program clips should be produced in 4:3 NTSC, with the HDTV set showing an IDTV image. The sets will be labeled with prices and features. The interviewer will answer certain respondent questions which are pre-listed.

The prices for HDTV will be set at \$1000, \$1500, \$2000, \$2500 and \$3000 in the various cells for the smaller screen size. The larger sets will be priced higher. All these cells will offer both 30 and 45 inch HDTV displays. IDTV and NTSC will be priced at reasonable levels for 1990. There will be 200 respondents per cell. These respondents should not be screened beyond the initial suggestion above.

The next cells are meant to answer specific additional questions. It is anticipated that all these cells will be conducted with HDTV at the same price, varying only one condition. They will all have samples of 100, screened for the purchase of a 25 inch or larger set. (This lowers the sample size by only including serious prospects in the sample.) In the first cell, the interviewer will "sell" HDTV according to a script. This will indicate how sensitive HDTV penetration will become based on marketing. In the second, respondents will be told that HDTV is only available on cable. In the third, it will only be available on DBS and VCR. In the fourth, IDTV will not be a choice. The final cell will be a control with only NTSC and IDTV, but no HDTV.